



## Medha Progress Report April 2015 – September 2015

## Operational Summary

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The first two quarters of 2015 – 2016 have been Medha's fastest growing till date. We started operations in **five new districts, enrolled 953 students across 13 educational institutions, and delivered over 1000 hours of training.** This is a **5x increase compared to this time last year**, when we had 205 enrolled students in five colleges, and delivered 150 hours of training.

### **The Team Grows**

We have been working extremely hard to achieve this rapid growth. We **added 20 people to the team** from April to September, bringing the total strength to 35. During the month of June, the new staff completed an intensive training program to prepare them for their work on the ground. This culminated with a **5:00AM game of cricket** to instill the values of team work 😊



### **45 Alumni Get Job Placements**

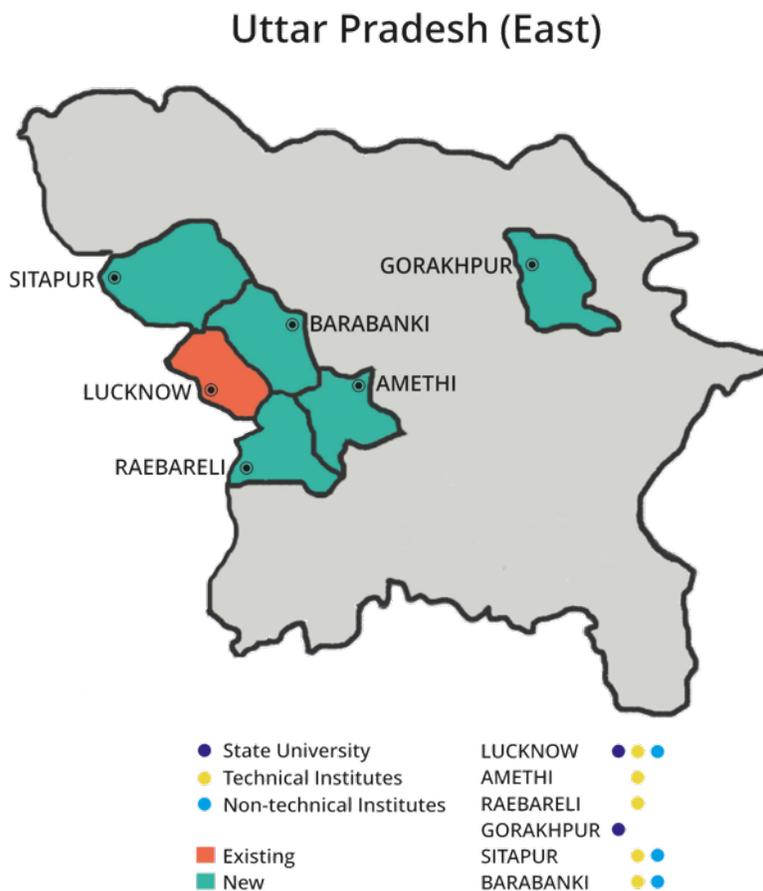
We also focused on strengthening our Employer Relations function, and **placed 45 alumni into positions across a diverse set of industries**, including Financial Services, Real Estate, Automobile, Hospitality, and Education. To further increase the number of employment outcomes, and meet the large demand in the upcoming academic year, **we have grown the Employer Relations team to five** and hired experienced professionals from the recruitment and talent management industry.

### **The Second Annual Medha Education to Employment Workshop (ME2E) is a Huge Success**

In May, Medha held its second annual Education to Employment (ME2E) workshop, bringing together over 60 academic and industry leaders to further the dialog and collaboration on solving the country's employability crisis. You can read more about the event and see the full report on our blog - <http://medha.org.in/2nd-medha-education-to-employment-workshop-organised-on-23rd-may-2015/>.

## **We Start Operations in Five New Districts**

Starting in July, in parallel with the academic calendar, we began marketing our program and registering students on campuses. This entailed going to **five new districts** (Sitapur, Sultanpur, Barabanki, Raebareli, and Gorakhpur) and **working with 11 new educational institutions**. In this effort, **we signed landmark agreements with two state universities** – University of Lucknow and Gorakhpur University – to provide our employability training and career services to their students on campus. Combined, these universities cater to over 400,000 students across 250 affiliated colleges. A huge milestone on the path to mainstreaming our program into the existing education system.



## **EMpower Supports Our Work on Youth Development**

In July, we secured a new partnership with The Emerging Markets Foundation ([EMpower](#)), a group of financial professionals who make grants to local organizations working to improve conditions in emerging markets. EMpower is providing financial and capacity building support to Medha to enable us to expand our reach across Uttar Pradesh. It is an honor for us to be a part of their growing portfolio of amazing organizations and we look forward to working with them to improve employment outcomes for over 2500 youth this year.

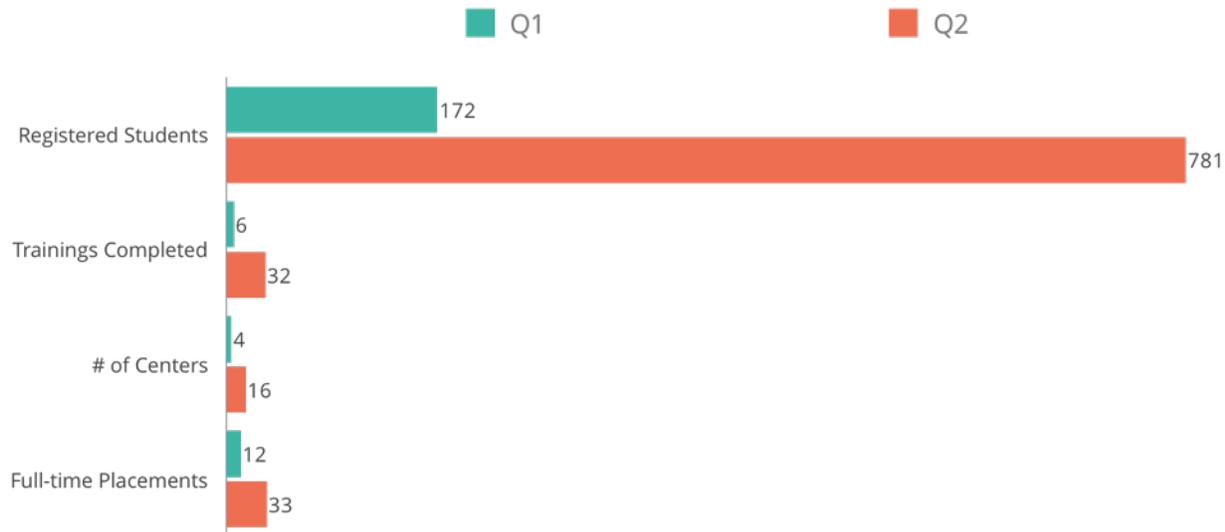
## **We Develop an Automated Management Information System**

With help from our friends at [MathLogic](#), we have developed a new automated Management Information System to help track and report on our operations as we grow. The platform is also mobile enabled, allowing our staff to enter things like attendance and grades on their phones in the field. We would like to thank our partner, [The Michael & Susan Dell Foundation](#), for their support in this development.

## Key Metrics

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| <b>Metric</b>               | <b>Q1 2015 - 2016</b> | <b>Q2 2015 - 2016</b> |
|-----------------------------|-----------------------|-----------------------|
| <i>Registered Students</i>  | 172                   | 781                   |
| <i>Trainings Completed</i>  | 6                     | 32                    |
| <i># of Centers</i>         | 4                     | 16                    |
| <i>Full-time Placements</i> | 12                    | 33                    |



## Organizational Challenges

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### **Data Management**

Growing by five times this year, the need for real-time access to data and robust reporting capabilities are immense. Spread across five districts and 250km, our operational monitoring and coordination has gotten significantly more difficult. In addition, to successfully match the right student with the right employment opportunity, we need to have access to up-to-date information across multiple functions within the organization. To address this challenge, we have built an automated Management Information System (MIS, see overview section above) that will be rolled out in Q3.

### **People Management**

As the team grew these last two quarters, we naturally started to face increasing challenges related to HR and people management. While our basic systems and policies were in place, we realized the need to strengthen and standardize some of these procedures, as well as add new ones. We also started having a greater appreciation for the people who 'fit' in the organization and those who don't. We lost three people in the Employer Relations function in August, forcing us to rethink how we are hiring for that function and how it's structured vis-à-vis Student Relations. To address these challenges, we have formed a hiring committee and developed a workforce planning guide to inform our human resource decisions.

## Educational Institution Management

As we expanded to the interiors of Uttar Pradesh, we quickly realized there was a difference in the adoption of our program in government institutions v. government-aided institutions. While we were getting a great response from the aided institutions, and quickly registering multiple batches of students, we were struggling to gain traction at the government institutions. They had significant infrastructure constraints, poor attendance rates, and generally speaking less supportive administrations. At the same time, we had an agreement with the Departments of Higher Education and Technical Education to work in these institutions, and also believed it was in our long-term interest to work with them. Accordingly, we had to find a balance between focusing our efforts on aided institutions while still working with the government. To do this, we started running shorter, market development programs called 'Keys to Professionalism' to increase awareness and build demand at the government intuitions. At the same time, we diverted some resources to focus on aided institutions where we were getting a more positive response. We believe largely this strategy has worked, and we are well on our way to achieving our student targets for the year; but this will continue to be a challenge in the future.

## New Partnerships

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### Academia



### Industry





### **Lalita Kumari**

BA, Maharja Bijli Pasi Degree College  
Lucknow, UP

Lalita completed 180hrs of training and a four-week internship in the Media and Entertainment Industry during her time as a Medha student.

***“My parents have always been worried about me working in an office and having to travel to work. It was extremely difficult for me to convince my parents to let me do my internship. However, over the course of the Medha Program, my confidence about travelling alone by public transport increased and I started to really enjoy going to work everyday.” - Lalita***

After graduation, Lalita plans to work with a media company before pursuing an MA in Mass Communications.



### **Shivranjani**

BA, Netaji Subhash Chandra Bose Gov. Girls Degree College  
Lucknow, UP

During her BA, Shivranjani joined Medha because she loved the way our trainers built meaningful relationships with students and encouraged them to ‘come out of their shells.’ She is now teaching at Dayanand Girls Intermediate College, and has taken many of the lessons from the Medha Program into her own classroom.

***“During Medha, I learned how to plan my work and collaborate with a team to achieve an objective. As a teacher myself now, I apply those skills on a regular bases to plan my classes, create a syllabus, and encourage activity-based learning amongst my students.***

Shivranjani plans to pursue a B.Ed. and continue her career in the education field.

## Press and Awards

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- **Medha Hosts 2nd Annual Medha Education to Employment Workshop (ME2E)**  
*Shahernama.com*  
May 24, 2015  
<http://shahernama.com/medha-hosts-2nd-annual-medha-education-to-employment-workshop/>
- **Medha accepts Dasra Girl Power Award at Bombay Stock Exchange**  
*Dasra YouTube Channel*  
June 16, 2015  
<https://www.youtube.com/watch?v=GVCEQGZli2c>
- **Medha's work was featured in Gaon-connection**  
*Gaon Connection*  
June 30, 2015  
<http://www.gaonconnection.com/2015/06/12734/2015ed26-36>
- **Skill development: Better to prepare than repair**  
*Varun Saini, MSDF Blog*  
August 12, 2015  
<http://www.msdf.org/blog/2015/08/skill-development-better-to-prepare/>
- **Medha Starts Partnership with the University of Lucknow**  
*NavBharat Times*  
September 29, 2015  
<http://epaper.navbharattimes.com/details/8105-74947-1.html>